

ARUBA VISITOR'S GUIDE

GUIA PARA EL TURISTA EN ARUBA

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ARUBA'S FAMOUS "TALK OF THE TOWN" RESTAURANT

(With Aruba Road Map in color)

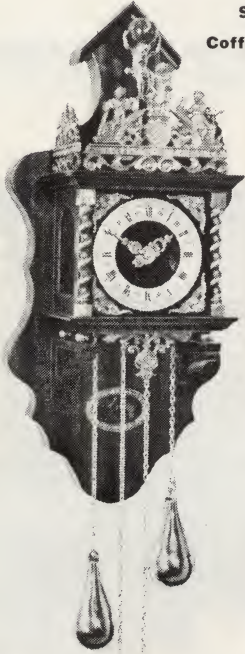
FREE COPY – GRATIS

KAN

ARUBA - BONAIRE - CURAÇAO - ST. MAARTEN + IN HOLLAND

As can be seen in

**Sheraton's
Coffee Shop**



Jewelers



KAN

ARUBA - BONAIRE - CURAÇAO - ST. MAARTEN + IN HOLLAND

Sea Wolf Automatic

Divers' watch



Jewelers

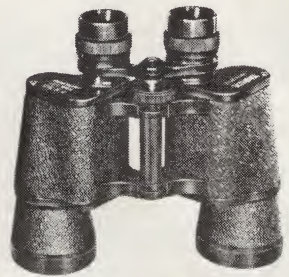


KAN

ARUBA - BONAIRE - CURAÇAO - ST. MAARTEN + IN HOLLAND



YASHICA binoculars



Jewelers



Bonbini - Welcome - Bienvenidos

Our staff will gladly assist you with all possible information and suggestions to make your stay in Aruba a most pleasant and enjoyable vacation.

Al desearles una estadía muy placentera en esta isla, nos ponemos a sus órdenes para asistirles en la mejor forma posible.

Aruba TOURIST BUREAU

TEL. 3777



welcome, bienvenido, "bon bini" to Aruba MARISKA'S BOOKSTORE

We have for you, postcards, postage stamps and a mailing service. Also American magazines, English paperbacks, Aruba souvenirs and for stamp collectors we have all the stamps that you miss in your collection.



Dear Visitor, we would like to give you all sorts of clues to help plan your shopping. Cameras, watches, perfume, liquor, china..... These are just a few of the luxury items that Aruba's fine shops stock at practically free port prices. Price tags usually are marked in Netherlands Antilles Florins, but merchants readily accept U.S. currency. The official rate of exchange is 1.85 Florins to 1 U.S. Dollar. Most merchants give visitors an extra bargain by figuring the exchange on a flat 2-for-1 basis. Haggling is not an accepted custom in Aruba. Stores are open from 8—12 noon and 1.30 (2)—6 p.m. Monday thru Saturday.

At the head of the Nassaustraat, the town's mainstreet, you face MARISKA'S BOOKSTORE. Here you'll find the largest assortment of postcards, slides, color films, of Aruba's finest spots and postage stamps to mail your letters and cards to all your friends (the mailing service is completely free of charge). Directly across the street is FANNY'S. Here you'll find cashmere sweaters, Indian silks, brocade and embroidered garments, French beaded bags, gold and silver charms, crystal, Swiss watches, perfumes, souvenirs and gift items. Diner's Club and American Express Credit Cards are accepted. Next block is LEO BERLINSKI's jewelry store, which features platinum and 18 kt. gold jewelry, cultured pearls, the world famous Girard Perregaux and other well-known Swiss made watches. It carries sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden, and England, figurines, teakwood articles, petit point and beaded bags. Just in front of the taxi-stand you'll find ARUBA PEASANT SHOP, a shopper's paradise with handicrafts from all over the world, lovely dolls, a wide range of pipes; also Pringle cashmere sweaters, "Kislav" gloves and Imperial linens from Madeira. Across the street is ARUBA TRADING COMPANY. Their well-trained and friendly staff will make your shopping a real pleasure. Here you will find an extensive collection of cosmetics, perfumes, men's and ladies wear, ties, gift articles, and souvenirs - all of first quality. They will gladly deliver your bonded liquors and cigarettes free of charge to your ship or plane. And don't forget to visit PHOTO EL GLOBO, annex to ARUBA TRADING, with their large selection of photographic equipment of world famous brand names. In the mainstreet the carillon and the lovely showcase displays

identify

SPRITZER+FUHRMANN

"Jewelers of the Caribbean" with shops in Aruba, Bonaire, Curaçao, St. Maarten, and also in New York. You simply

VISIT

FANNY'S

Mainstreet No. 7

Aruba - N.A.



for an extensive selection in :

- ★ FRENCH PERFUMES and Atomizers
- ★ French Beaded Bags and gents underwear
- ★ Swiss Watches
- ★ English Bone China and Stemware
- ★ Ballantyne, Lyle & Scott Cashmeres
- ★ Embroidered Linen & Blouses
- ★ Sport Knit & Swimwear from Europe
- ★ Canon Cameras & Binoculars
- ★ Gold & Silver Charms
- ★ Pipes from England, France, Denmark, Austria & Switzerland
- ★ Souvenirs & Gifts etc. etc.

Member of: Diner's Club, American Express and Carte Blanche.

LEO BERLINSKI

Jeweler

Oranjestad

San Nicolas

ARUBA, N.A.

Our selection of beautiful exclusive designed Gold and Silver jewelry is worth your admiration.

Visit our Jewelry Stores and convince yourself.

World famous makes in Swiss watches, like "GIRARD PERREGAUX", Exquisite China, Crystal, Novelties and Gifts for all occasions.

Quality is our guarantee!

cannot miss this place. Its famous carillon bells with the revolving native figurines is an unforgettable experience in sound and sight. Sole representatives for over a dozen of the most famous Swiss brand watches including the Patek Philippe, Audemars Piguet, Piaget, Omega, Eterna, and Ernest Borel. Exquisite collection of precious and semi-precious stones, lustrous pearls, and exclusive gold pieces. China and crystalware from the most famous houses in Europe. Sterling from England, Holland, and Denmark. Novelty watches and clocks covered by a guarantee that follows you home. SPRITZER & FUHRMANN has a trained staff capable of helping you make the wisest choice. The New York branch will gladly service your articles bought in the islands. It is interesting to know SPRITZER & FUHRMANN was three times winner of the Diamonds International Award and recently has been appointed Jewelers to Her Majesty the Queen of the Netherlands. The optical department "Optica Moderna" is located in front of Spritzer. From Spritzer's „Optica Moderna" we stroll toward PALAIS ORIENTAL, famous for ivory and wood carvings from India, Haiti, Hong Kong and Africa. Also for your pleasure are exotic wearing apparel, such as shawls from India, and pipes from Denmark and Italy. You will find moderately priced perfumes and colognes by Christian Dior, Jean Patou, Guerlain and others, and many more articles from all over the world. Palais Oriental also have been appointed exclusive agents for the world-known Swiss watch "Harpoon". Now we are only a few steps away from MEN'S SPORTSWEAR CENTER offering you the best in men's wear on the island. Your next stop is SHALIMAR PALACE. They offer you leather goods, perfumes, cosmetics, fine shoes from all over the world, beaded sweaters, pure silk sarees, ladies dresses from many countries, and many more. Next block (behind No. 1 Store) we find LA VENEZOLANA, your best bet for fine men's wear. We continue our tour in the main street. A courteous "bon bini" awaits you at JEWELRY OLGA VASQUEZ for jewelry, watches and emerald and leather bags from Colombia. Probably you are now ready for a bite to eat. Walk up the street till you face the Esso station. Around the corner at your right you will be delighted with that very, very special Chinese and International food of HONG KONG RESTAURANT AND BAR, fully airconditioned. Now why not call a taxi (Tel. 1604 or 5160) and ask the driver to take you to the CORAL STRAND HOTEL, "Talk of the Town Restaurant," for a drink at the terrace bar and a swim in the fresh water pool. For a last suggestion, ask a cab to take you along the L.G. Smith Boulevard and drop you at the TROCADERO. Here you'll have the pleasure of choosing from many types of drinks and eating one of the many Trocadero sea food specialties. On your way back to your hotel or while touring the island, on Aruba's marvelous sugar-white beach the MANCHEBO BEACH HOTEL invites you to sip and dip in a completely relaxing atmosphere overlooking the crystal-clear blue Caribbean.

We hope you enjoy your stay on our island and say "Ayo" which means "So long"!

HOTEL SAN MARCO

- Italian cuisine a specialty... Spaghetti, Pizza, Espresso coffee, etc.
- Airconditioned restaurant
- Special rates to travel agents and businessmen
- Sightseeing tours available
- Two minutes walk from the famous Pontoon bridge, floating market, tourist shops, Government House, synagogue, post office.

All this at rates as low as \$ 9.45

(European Plan) (room only)



Single \$9.45

Double \$12.20

Triple \$14.85

HOTEL SAN MARCO, CURAÇAO, Neth. Antilles
Telephone: 12880

For Your Shopping We Recommend RECOMENDAMOS PARA SUS COMPRAS

Oranjestad:

MARISKA BOOKSTORE *
FANNY'S
LEO BERLINSKI *
ARUBA PEASANT SHOP
ARUBA TRADING COMPANY *

SPRITZER+FUHRMANN *

CASA DEL MIMBRE
PALAIS ORIENTAL
SHALIMAR PALACE
KAN JEWELERS *
LA VENEZOLANA
JOYERIA & RELOJERIA OLGA VASQUEZ
CABENDA
DE WIT BOOKSTORE *
HARTOG SHOE SHOP
VALEN GIFT SHOP (Airport - Aeropuerto)

San Nicolas:

EPSY'S LADIES' WEAR
RED BOOKSTORE
LEO BERLINSKI *
NANDWAN'S

SPRITZER+FUHRMANN *

ARUBA POST *
PALAIS ORIENTAL
FANNY'S

* Closed on Monday morning. Cerradas lunes en la mañana.

E. L. FERROL - EST. 1947

- ★ Manufacturers' Representative
- ★ Commission Agent ★ Distributor

Cable: ELFE/ARUBA Tel. Office: 2176

Address: P.O. Box 35 Res.: 3073



Palais Oriental

Nassastraat 40, Aruba

Shopping for Gifts? Visit Aruba's most modern, Air-conditioned Gift shop in the heart of Town — You will find a surprising variety of gifts from all over the world:

Gold and Silver JEWELRY from all over Europe.

Knitwear from Italy.

Silk Saris and Dresses.

Favre Leuba - SWISS WATCHES.

All the wellknown FRENCH PERFUMES

Savinelli and Dunhill PIPES.

Dutch-Tweka Bathing Suits.

Madeira Embroidered tablecloths.

Italian Leather sandals.

American Express and Diner's Club Credit Cards honored.



NOTE

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For further information contact:

ARUBA INFORMATION CENTER

NEW YORK: 609 Fifth Avenue, New York 10017,
Phone: 355-2740

PUERTO RICO: 804 Ponce de Leon Ave.
Miramar, Phone: 725-6700

CANADA: 1405 Bishop Street, Montreal, Quebec.
Phone: VI 5-0292

ARUBA: ARUBA TOURIST BUREAU, Oranjestad,
Aruba, Netherlands Antilles, Phone: 3777,

or your travel agent.

CASA DEL MIMBRE

PHONE 2430 - NASSAUSTR. 38 - ORANJESTAD

- Colombian Arts & Crafts
 - Haitian Wooden Wares & Crafts
 - 100% Woollen Ponchos (Ruanas)
 - Straw Hats & Hand Bags
 - Souvenirs & Gifts

Mail Orders accepted

U.S. Customs Duties

Important: Because customs regulations were created primarily for importers of articles for resale, they are highly, complex and voluminous. Therefore none of the duty rates listed below should be considered absolute by the individual traveler. They have been gathered to serve as a general guide only. Some articles have no duty charge. Others such as clocks, are dutiable under more than one rate. It should also be remembered that customs authorities take "wear and tear" into consideration on items like wearing apparel if they have already been worn by the returning traveler. Per cent charges listed are on value of article - ad valorem.

Cameras, still, over \$ 10	13%
8 mm. motion, over \$ 50	10½%
China, bone	31%
Crystal	24%
Diamonds, cut but not set	
not over ½ carat	7%
over ½ carat	9%
Jewelry, gold	21½%
Leather handbags	18%
Pearls, loose or temporarily strung	
cultured 4%; natural	2%
Perfume	14,4 c lb. + 13%
Silk knits (as wearing apparel)	20%
Sterling flatware	7 c each + 15½%
Wood carvings	15%

TROCADERO

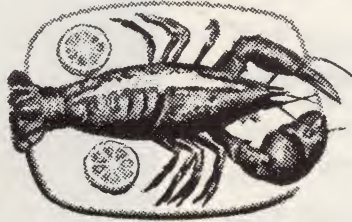
open from 10 a.m. to 2 a.m. (in the morning)

COCKTAIL LOUNGE

Airco. terrace - Diningroom overlooking the schooner harbor

SEA FOOD ■ Curry dishes
Steaks ■ Chinese dishes

Phone 1756



Jorge Camara, Manager

Basí Rutí Hotel

ON THE BEACH

at walking distance from the two biggest hotels on the island

INTERNATIONAL CUISINE:

Specialized in Italian dishes such as
CANELLONI ■ PIZZA ■ LASAGNA
VEAL SCALOPINE ■ SCAMPI

Beach Bar Phone 2222

Aruba



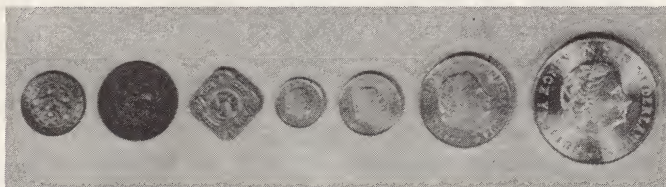
Aruba, first of the ABC islands, is the most western of the Leeward group of the Netherlands Antilles. It lies 15 miles from the Venezuelan coast, 12 degrees, 24 minutes north of the equator. It is 19.6 miles long, six miles in width at its widest point, and contains 70.9 square miles of rocky red hills and magnificent white sand beaches, surrounded by the deep blue Caribbean.

The average yearly temperature is 82 degrees, with the coolest months January and February and the warmest August and September. The air is lively and sparkling because the humidity averages only 76 per cent. Average annual rainfall is less than 20 inches. Aruba time is 1 hour ahead of Eastern Standard Time and 4 hours earlier than G.M.T.

THE PEOPLE AND THEIR LANGUAGES

Aruba is the only Caribbean island on which the Indian population was not exterminated. The Aruban today is a descendant of Indians, with a mixture of Spanish and Dutch blood of the early colonizers. Arubans, those born on the island, number about 36,000. All are citizens of the Netherlands. Over 40 nationalities (total population 59,000) living peacefully together on the island.

The Leeward islands (Aruba, Bonaire, Curaçao) have a living language of their own — Papiamentu. It is a "lingua franca" that has evolved from Spanish, Portuguese and Dutch with some Indian words. Almost everybody on Aruba speaks Papiamentu, Dutch, Spanish and English.



MONEY:

The currency of Aruba is the Netherlands Antilles Guilder, or Florin, of which the symbol is Fl., or F. The current rate of exchange is Florin 1.85 to the U.S. Dollar

or Traveler's Check, and Florin 0.40 to the Bolivar. Many merchants make the rate of exchange even more favorable for tourists by giving a flat 2-for-1 exchange when U.S. dollars are used for purchases.

There are 100 cents to a Guilder. There are silver coins of five, 10 and 25 cents, 1 Guilder and 2½ Guilder, and copper coins of 1 and 2½ cents. The "square nickel" (5 cents) is a popular souvenir. Bills are in denominations of 2½, 5, 10, 25, 50, 100, 250 and 500 Guilders.

Watersports



The waters surrounding Aruba are wonderful natural playgrounds. Deep-sea fishing is excellent. The best sport fish in local waters is the Balahu, followed closely by the blue and white marlin.



Skin diving has been popular on Aruba for many years. The waters around the island are exceptionally clear. Underwater visibility of as much as 150 feet is not unusual. As popular as skin diving is waterskiing. Because the Caribbean on the leeward side of Aruba is always calm, it provides a fine course for waterskiers. Instructors will show the beginner the elements of waterskiing and have him zooming across the turquoise waters in no time.



Boats and equipment are for rent. Guides familiar with local waters are available to show visitors the best places for diving, underwater photography or spearfishing. For the more sedentary, there are glass bottom sightseeing boats that cruise over the island's reefs and sunken wrecks.

*A Very Merry Christmas
and a
Prosperous 1969*



*Felices Pascuas y Prospero
Año Nuevo*

**ARUBA VISITOR'S GUIDE
GUIA PARA EL TURISTA EN ARUBA**



The Legend Around "Poinsettia" Flower

Among the flowers symbolic of the Christmas season is the poinsettia, which has a legendary origin.

It was the custom in a certain town in Mexico to take gifts to the church on Christmas Eve and offer them to the Christ Child.

On this particular night there was a little boy standing outside the church door. He wanted desperately to go and join the members of the congregation who were laying their gifts on the altar, but he was poor and he had nothing to give.

But I can at least pray, he thought to himself. And so he knelt down outside the window where he could hear the music coming from the church organ. When he rose again to his feet, to his great amazement he saw in the spot where he knelt a beautiful plant with scarlet leaves and a yellow flower in their center. He had never seen anything like it in his life, and realizing this was a divine miracle he gently plucked the stalk and took it into the church to lay on the altar.

The Mexicans called the plant the "Flower of the Holy Night." Years later when an American Ambassador to Mexico, Dr. Poinsett brought it to the United States. It was given his name, Poinsettia".



HOTEL ASTORIA

SAN NICOLAS

Tel.: 5132

Your visit is incomplete if you have not visited the HOTEL ASTORIA.

- ★ The only Restaurant in Aruba with a genuine chinese cuisine.
- ★ In the center of San Nicolas
- ★ Open air Patio-Dining Room
- ★ Airconditioned Rooms

**Visit us and have your dinners under
TROPICAL BREEZE and EXOTIC
TROPICAL SKY.**





What to do and where to go in the Holiday Season

- Dining & Entertainment -
- Donde Cenar y Divertirse -



- ARUBA-SHERATON HOTEL & CASINO : Christmas turkey dinner and a very special New Year's Eve program (Call 3600)
- ARUBA CARIBBEAN HOTEL-CASINO : A very special program (Call 2250)
- BASI RUTI HOTEL : Special Christmas and New Year's Dinner (Call 2222)
- OLDE MOLEN : Exquisite holiday menu and night activities (Call 2060)
- MANCHEBO BEACH HOTEL : Delightful Christmas and New Year's specialties and surprising holiday activities. (Call 3444)
- CORAL STRAND HOTEL : Tempting holiday menu and sparkling entertainment and dance music. (Call 3380)
- CACTUS INN HOTEL : Special dishes and entertainment in a charming atmosphere (Call 3100)
- ESSO CLUB : Exceptional holiday menu and special dance festivities (Call 9-2470)
- BALI RESTAURANT : Specialized in exotic Indonesian meals (Call 2131)
- HONG KONG RESTAURANT : International cuisine and mouth-watering Chinese food (Call 2966)
- HOTEL ASTORIA (San Nicolas) : For information call 5132

MANCHEBO BEACH HOTEL

TEL. 3444

Completely airconditioned - fresh waterpool - private beach - cozy cocktail lounge - sunken pool bar
bolas criollas

All Good Wishes For
CHRISTMAS And The NEW YEAR

Felices Pascuas y Próspero Año Nuevo

May Christmas Be Joyous And The
New Year Happy And Bright

Aruba Caribbean Hotel-Casino

Tel. 2250 — Aruba's Tourist minded hotel

1/4 mile snow-white beach — spacious and luxurious rooms with panoramic ocean view from private terrace — comfortable relaxation



Aruba - Sheraton
Hotel & Casino

wishes you

Happy Holidays

SPECIAL OFFER
take back home with you
12 bottles of

**HARVEYS BRISTOL
CREAM**

for only U.S.\$ 35.50
ARUBA TRADING CO.

WIMCO



TOURING ARUBA



Sugar-white BEACHES, Aruba's greatest attraction.



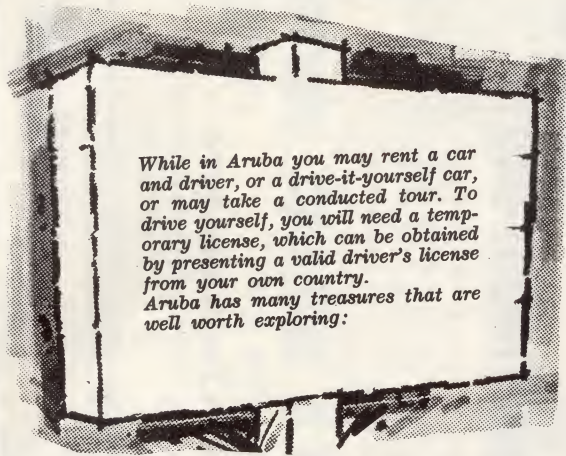
Strangely shaped DIVI DIVI TREE, which always points downwind.



Curious rock formation at CASIBARI. A "must" for every visitor.



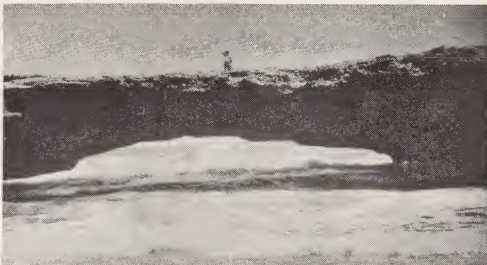
Fascinating caves at QUADIRIKIRI on the eastside of the island. Ancient Indian drawings on the walls and ceilings.



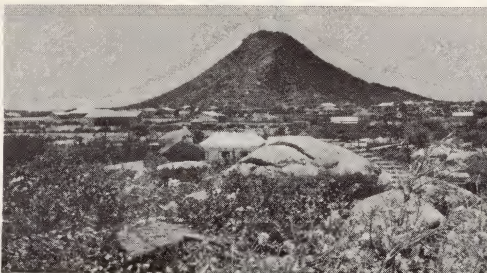
While in Aruba you may rent a car and driver, or a drive-it-yourself car, or may take a conducted tour. To drive yourself, you will need a temporary license, which can be obtained by presenting a valid driver's license from your own country. Aruba has many treasures that are well worth exploring:



Oranjestad's SCHOONER HARBOR. Boats from several countries are docked all along the quay.



On Aruba's northcoast the NATURAL BRIDGE, carved out of solid coral rock.



Aruba's most outstanding landmark is HOOIBERG or "Haystack". There are steps for climbing to the top.



WILHELMINA PARK, on the seaside of Oranjestad, named after the late Queen Wilhelmina of The Netherlands.



CUNUCU; it means "country side" in Papiamento.



The ARUBA GOLF CLUB is located near San Nicolas. Facilities to visitors. For info call: 9-3485



PIRATE'S CASTLE at Bushiribana on the northcoast. It is really the ruins of an old gold mill, a relic of Aruba's first industry.

WORLD WIDE



LICENSEE

No doubling back with HERTZ IN ARUBA
RENT IT HERE, LEAVE IT THERE.

Pick up your Valiant or other fine car from any HERTZ office with no additional charge HERTZ puts you in the driver's seat

Cable: HERTZCARS ARUBA

Phone 2714

FOR MORE INFORMATION SEE

De Palm's
SIGHTSEEING
Tours

Aruba Sheraton Hotel & Casino, Phone 3600



- 5 Choices in island tours
- Transfer service to and from airport or shipside

LOCAL CIVIC CLUBS



KIWANIS - Dinner meeting at Coral Strand Hotel every Monday at 7:30 p.m.



LIONS - Dinner meeting at Trocadero Restaurant every first and 3rd Wednesday at 8:00 p.m.



ROTARY - Dinner meeting at Trocadero Restaurant every Monday at 6:45 p.m.



TOASTMASTERS - Dinner meeting at Trocadero Restaurant every third Tuesday at 7:30 p.m.



JAYCEES - Dinner meeting at Coral Strand Hotel every second Thursday at 8:00 p.m.

Alliance Française: For information call 7215

Y'S MEN CLUB: For information call 5303.

MASONIC LODGES

Lodge "El Sol Naciente" Longfellowstraat 3, Oranjestad

Secr.: tel. 1818

King Solomon's Lodge

Savaneta 123 B

Secr.: tel. 5619

Lodge "Hiram 102"

Pos Chiquito

Secr.: tel. 5431

ROSICRUCIAN ARUBA CHAPTER, AMORC.

Savaneta 202. For info call 3263.

Meetings: every Thursday evening

PUBLIC LIBRARY

Free lending to tourists of books in English, Spanish, Dutch; o.a. books on Aruba and other Caribbean islands.

Open: Monday thru Friday from 7:30-12 a.m. and 2-5:30 p.m. (Tuesdays and Fridays till 8:45 p.m.).

For information phone 1580 or make a personal call at 6 Wilhelminastraat, Oranjestad or (only during afternoon hours) at the Government Building in San Nicolas (opposite Post Office).



BUS SCHEDULE - LINEAS DE AUTOBUSES PALM BEACH (HOTELS)/ORANJESTAD

	Oranjestad To (a)	Oranjestad From (de)
Fare fl. 0,30 (\$0.20)		
Bus stand for RETURN located at Tourist Bureau, Oranjestad	7.55 a.m.	7.40 a.m.
Parada de buses frente a la Oficina de Turismo, Oranjestad.	9.50 a.m.	9.35 a.m.
	12.05 p.m.	11.50 a.m.
	2.10 p.m.	1.50 p.m.
	4.05 p.m.	3.45 p.m.
	6.05 p.m.	5.50 p.m.



ENTERTAINMENT

ARUBA CARIBBEAN HOTEL-CASINO:

Klompens Klub - Bali Bar

ARUBA-SHERATON HOTEL & CASINO:

Rembrandt Room (Supper Club)

Club Diablo

DE OLDE MOLEN

MANCHEBO BEACH HOTEL

Andicouri Lounge

Vespucci sunken pool bar

CORAL STRAND HOTEL "Talk of the Town Restaurant"

HOTEL "THE CACTUS INN":

Kadushi Cave

For the best in SHOES

Your address is:



HARTOG

Nassastraat 99, Oranjestad Tel. 1214

HOTELS

ANTONIO'S Coffee Shop & Restaurant

TEL. 3535

Airconditioned

Located in the heart of the shopping center

Serving **BREAKFAST ★ PLATTERS**

SANDWICHES ★ LOCAL SNACKS

BEVERAGES AND ICE CREAM

Welcome to Aruba



BASI RUTI HOTEL
ARUBA CARIBBEAN HOTEL
ARUBA-SHERATON HOTEL
OLDE MOLEN
MANCHEBO BEACH HOTEL
"TALK OF THE TOWN RESTAURANT" CORAL STRAND HOTEL
TROCADERO RESTAURANT
BALI RESTAURANT
HOTEL CACTUS INN
HONG KONG RESTAURANT
HOTEL NASSAU
ANTONIO'S COFFEE SHOP & RESTAURANT
HOTEL CENTRAL
MANDARIN RESTAURANT
ESSO CLUB (SAN NICOLAS)
HOTEL ASTORIA (SAN NICOLAS)

ARUBA CARIBBEAN HOTEL-CASINO (Resort Hotel)

200 rooms, 20 cabanas.

ARUBA-SHERATON HOTEL & CASINO (Resort Hotel)

202 rooms.

BASI RUTI HOTEL (Resort Hotel) - 15 rooms

MANCHEBO BEACH HOTEL (Resort/Commercial Hotel)
48 rooms.

CORAL STRAND HOTEL (Resort/Commercial Hotel)
28 rooms.

HOTEL CENTRAL (Commercial Hotel) - 25 rooms

CACTUS INN (Commercial Hotel) - 21 rooms

NASSAU HOTEL (Commercial Hotel) - 11 rooms

HOTEL CAPITAL (Commercial Hotel)

ASTORIA HOTEL (Commercial Hotel) San Nicolas
10 rooms.

The ARUBA FILM LIGA is a private membership club. Visitors are always welcome when introduced by a member at the nominal fee of F. 1.00.

On Sundays at 8.30 p.m. Cultural Center Theatre (air-conditioned) in Oranjestad:

October 6 - LES GRANDS MOMENTS (Operation Golden Car)

November 10 - Kärlek 65 (Love '65) by Bo Widerberg.

December 8 - PARANOIA - Dutch Movie.



Aruba-Sheraton Hotel & Casino

All rooms with ocean view



Featuring :

- ★ **REMBRANDT ROOM (SUPPER CLUB)** with top entertainment. International cuisine.
- ★ **CLUB DIABLO**, the swingiest cocktail lounge in town with entertainment and dance music until 2 a.m.
- ★ **THE ARAWAK COFFEE HOUSE** open until 3 a.m. Informal atmosphere.

TEL.: 3600 - 3900



DE WIT STORES N.V.

ARUBA

For Souvenirs:

DELFT BLUE

ROYAL DUTCH PEWTER

ARUBA CARIBBEAN HOTEL, Palm Beach

and

Mainstreet - Oranjestad

ATENCION - ATENCION

OFERTA ESPECIAL DI PLASTIC PA FURA

AUTO Y MUEBLES

60 Diferente color — Prijs Sumamente barata

Nos a caba di ricibi tambe un lote grandi di e
conocido verf marca "ADELPHI" den tur color.

J. E. P. CABENDA

TELEFOON 1539

— ORANJESTAD



CATHOLIC SERVICES SUNDAY MASSES -

SERVICIOS DOMINICALES EN LAS IGLESIAS CATOLICAS

Oranjestad: 6:30 a.m.; 8:30 a.m.; 12:00 a.m.; 5:00 p.m.; 7:00 p.m.

Noord: 5:30 a.m.; 7:00 a.m.; 8:30 a.m.; 6:00 p.m.

Tanki Leendert - Monte Calvario Chapel: 8:00 a.m.

San Nicolas: 5:30 a.m.; 7:00 a.m.; 8:30 a.m.; 5:00 p.m.

San Nicolas - Emmanuel Chapel: 7:30 a.m.; 6:00 p.m.

PROTESTANT CHURCH - MISA PROTESTANTE

Oranjestad: Sunday at 9:00 a.m.; Domingo a las 9:00 a.m.

BETH ISRAEL SYNAGOGUE - SINAGOGA ISRAELITA

Oranjestad: Friday at 8:00 p.m.; Viernes a las 8:00 p.m.

COMMUNITY CHURCH

Seroe Colorado: Sunday at 11:00 a.m. (in English)

METHODIST CHURCH

San Nicolas: 9:00 a.m.; 7:30 p.m.

Brasil: 11:00 a.m.; 7:30 p.m.

Oranjestad: 11:00 a.m.



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Captain Colina.

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Feliz Navidad



Aruba Chemical Industries

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*Joyous holidays to all our many friends
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ORANJESTAD — ARUBA

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happy and bright*

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ORANJESTAD — SAN NICOLAS

*May the peace of Christmas be with you
throughout the New Year.*

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Ron "REY DE COPAS"

el Rey del Trago

*Cheer to all our friends and a
Bright Holiday Season*

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BATA

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The Shoe Store where you buy European shoes for
the whole family at low prices. Large selection in

Stockings and Socks.

HAPPY HOLIDAYS

NO. 1 STORE

FUCHS & GELBSTEIN

wishing you

Merry Christmas and Happy New Year.

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Est. 1935

Nassaustraata 22

Oranjestad

Since 33 years already each year at this time of
the year we take the pleasure in wishing you all

A VERY MERRY X-MAS AND A

REAL HAPPY NEW YEAR.



MERRY CHRISTMAS AND HAPPINESS
all through the coming year.

CHINA CLIPPER HOTEL & RESTAURANT

San Nicolas



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IN ARUBA

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Felices Pascuas y Próspero Año Nuevo

RAGHUNATH Jewelers

Oranjestad — San Nicolas



SEASON'S

BEST WISHES

All the joys of a Merry Christmas and a year

full of happiness

EMAN TRADING CO. INC.

Oranjestad - Tel. 1553 — San Nicolas - Tel. 5054

Agent for GRACE LINE

Merry Christmas

and a

Happy New Year



ALL GOOD WISHES FOR CHRISTMAS
AND THE COMING YEAR

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FOR THE BEST IN SPORT ARTICLES

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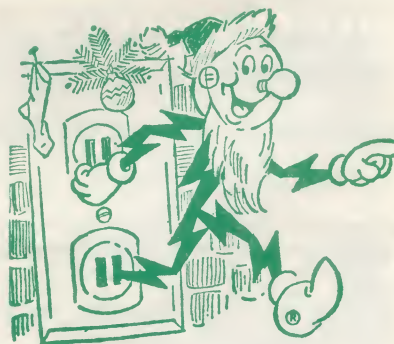
ARUBA

With all good wishes for a

Merry X-mas

and a

Happy New Year



There is no better way to extend our Season's

Greetings than the old-fashioned way to say:

BON PASCU I BON ANJA NOBO

MERRY CHRISTMAS AND GOOD WISHES

FOR THE NEW YEAR

Page
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Valen Gift Shop

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especial atención pídale ver las carteras de noche un verdadero primor del arte manual francés, así como también los objetos de arte, cristalería, plata y porcelana de las más famosas casas de Europa que allí se venden. Como detalle adicional quiero decirles que las garantías de **SPRITZER AND FUHRMANN** son honrados en su tienda de Nueva York, cita en la 5 East 57th Street.

Frente a Spritzer & Fuhrmann está **PALAIS ORIENTAL**. Todos los esplendores del Oriente se despliegan ante nosotros en esta tienda sin igual. Esculturas de marfil; incrustaciones de madreperla en aromáticas maderas de la India; tallas primitivas de Haití y de Africa; saris y chales de pura seda en los más exquisitos colores, bordados en oro y plata; cofres de madera de alcanfor llegados desde Hong Kong; joyas orientales de las más raras piedras preciosas; perfumes de sándalo, de rosas, de jazmines; todos los aromas del mundo en frasquitos con rótulos de Christian Dior, Jean Patou, Guerlain..... No se olvide de solicitar el famoso reloj suizo "Harpoon".

Enfrente nos queda el **SHALIMAR PALACE**. Aquí se ofrecen perfumes, cosméticos de Helena Rubinstein y Lancôme, carteras de noche, calzado de todos los países del globo, trajes para damas llegados desde los E.U., Francia, Italia, Alemania, Dinamarca, Finlandia e Inglaterra y saris de pura seda.

Los aficionados al sip y el dip (un traguito y una zambullida) tienen un sitio ideal en la piscina y el bar del **CORAL STRAND HOTEL**, ventajosamente localizado cerca de la ciudad. También para una noche alegre, bailando a los compases de un combo, tiene el **CORAL STRAND HOTEL "Talk of the Town Restaurant"**, un artístico bar-restorán decorado con pinturas modernas de un conocido artista local.

Para un Chow (comida) chino, visite el **HONG KONG RESTAURANT & BAR**, completamente aire acondicionado. No pida algo corriente, pida un plato extraordinario, diga; Déme un Mu Ku Kai Pán y ejecute su lengua y su paladar.

La Perla del Mar Caribe

Visita Aruba



For information on investment possibilities
in Aruba

visit the :
DEPARTMENT OF
ECONOMIC DEVELOPMENT

2a A. M. Schüttestraat
Oranjestad,
Aruba, Neth. Antilles

Tel. 1482 - 1181

Si su apetito le pide pastas, diríjase en taxi hasta el **BASI RUTI HOTEL** especializado en platos italianos. Si quiere disfrutar del paisaje marino diríjase al **TROCARDERO** y ordene un plato a base de mariscos, que son la especialidad de este restorán.

Pero la hora avanza y hemos de proseguir con nuestras compras.

En el próximo bloque (donde está el No. 1 Store) los caballeros no querrán perderse una visita a **LA VENEZOLANA**, de reputada fama por sus artículos finos para caballeros.

Otra vez en la calle principal entraremos en la **JOYERIA Y RELOJERIA OLGA VASQUEZ**. Su dueña nos atenderá personalmente con ese donde gentes que la caracteriza; ella misma, probablemente, nos dirá de las varias casas de relojería suizas que representa con exclusividad, haciéndonos admirar las joyas auténticas italianas y las fantasías alemanas que exhibe en sus vitrinas; llaman la atención sus joyas de oro macizo y esmeraldas de Colombia.

Para cerrar con broche de oro nuestra jira de compras les sugiero ahora una visita al famoso "Vespucci Bar" del **MANCHEBO BEACH HOTEL**, situado en la hermosa playa blanca. Aquí también Ud. puede gozar de los deportes acuáticos o bolas criollas.

Llegada la hora de las despedidas sólo me queda decirles: ¡Hasta pronto, amigos; ¡Que hayan disfrutado de nuestra jira de compras!

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MIREP STORE LTD.

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Su mejor dirección en artículos finos para
caballeros

Importaciones directas de los Estados Unidos y
Europa. Nuestro lema es:

"MEJOR PRECIO", "MEJOR CALIDAD"
"MEJOR SERVICIO"

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From the Netherlands Antilles we fly once a week to St. Lucia, Barbados and Guadeloupe, twice weekly to Maracaibo and Antigua, three times a week to St. Maarten, Barranquilla and Haiti, six times a week to Caracas.

Frankly, we've got the most complete schedule over the Caribbean area, hands down!



DUTCH ANTILLEAN AIRLINES

Conozca a Aruba

Durante su permanencia en Aruba, y a fin de conocer mejor nuestra isla Ud. puede contratar los servicios de un taxi, visitar los puntos de interés en una excursión de turismo o alquilar un automóvil y conducirlo Ud. mismo. Para esto último, Ud. puede adquirir una licencia temporal presentando su licencia válida expedida en su país de origen.

La unidad monetario de Aruba es el florín de las Antillas Neerlandesas, símbolo del cual es Fl. o F. El tipo de cambio vigente es de F. 1,85 al dólar de los Estados Unidos o F. 0,42 al bolívar venezolano para cheques de viajeros. Muchos comerciantes hacen el tipo de cambio más atractivo, dando 2 florines por dólar americano cuando Ud. hace sus compras. El florín tiene 100 centavos. Monedas de plata de 5, 10 y 25 centavos, 1 florín y 2½ florines; las de cobre son de 1 y 2½ centavos. Las monedas de 5 centavos son muy populares como souvenir, pues son cuadradas. Hay billetes de banco en denominación de 2½, 5, 10, 25, 100, 250 y 500 florines.

La capital de Aruba es **ORANJESTAD**, con una arquitectura típicamente holandesa con alguna influencia española. Los edificios están pintados en los brillantes colores característicos del ámbito del Caribe. Grandes trasatlánticos, cargados de pasajeros y de mercancías atracan regularmente en su puerto. Es excitante pasearse en los días de gran tráfico marítimo por los espaciosos muelles. La imaginación vuela tras los nombres de lejanas tierras impresos en las balas de mercancías. Yokohama, Hong Kong, Italia o Noruega se nos antojan mensajes de amigos lejanos.

Las mercancías traídas de los más distantes rincones del mundo hacen que el centro de Oranjestad constituya una verdadera tentación para el turista. Relojes suizos, cámaras, perfumes, sweters de Cachemira, sedas, azule-

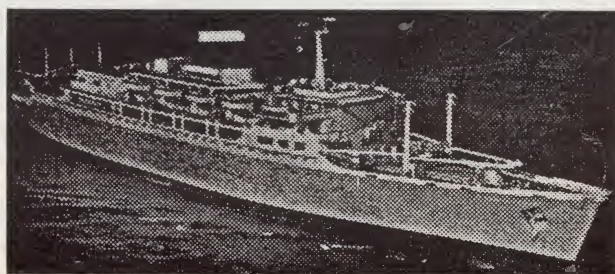
jos holandeses, loza fina, binoculares, licores, lanas y otros tejidos, piedras preciosas, miniaturas de porcelana, novedades tejidas en paja, esculturas de marfil del Oriente, cristalería, tallados en madera de Indonesia y China, artículos de cuero, vajillas de plata, oro, etc., son artículos que, gracias a los bajos impuestos de importación su pueden comprar aquí a precios muy ventajosos.

Una atracción turística es la caleta de Oranjestad donde están anclados innumerables barquichuelos procedentes de diversos lugares del Caribe. Allí se encuentra el bullicioso mercado donde en puestos amplios y soleados, despliegan los barqueros sus tentadoras mercancías.

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- AND MANY MORE ARTICLES
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Llenos de colorido son los puestos de frutas, legumbres, y hortalizas. En este mercado al aire libre los compradores son tan pintorescos como las frutas que allí se venden. Los oídos se nos llenan con la confusa sinfonía de diversos lenguajes.

Junto al mar, muy cerca del puerto, está el bien cuidado **PARQUE WILHELMINA**, así llamado en honor de la reina madre Guillermina de Holanda. En el centro de la plaza, rodeada de flores y de umbrosas alamedas está una hermosa estatua de la recordada reina.

El clima de Aruba está considerado entre los mejores del Caribe. La lluvia es escasa y los días son frescos por el continuo fluir de los vientos Alisios. En este clima seco medra el **DIVI DIVI**, un árbol que, azotado por el continuo batir del viento crece en las más extrañas formas, siguiendo siempre la dirección del viento. Para fines industriales se cultiva el **áloe**, planta liliácea de la cual se extrae un jugo muy amargo usado en medicina. En el campo crecen los cactus; las casas típicas arubanas tienen una pintoresca cerca de cactus. A los arubanos les encantan las flores y se esmeran en cultivarlas. La mayoría de los hogares están rodeados de buganvillas, adelfas, flamboyanes e hibiscos.

Aruba tiene muchos lugares de interés que son dignos de ser visitados. Entre ellos se encuentran las playas de **PALM BEACH** e **EAGLE BEACH** que pueden contarse entre las más bellas del mundo. La blanca arena se extiende por varias millas a lo largo de la costa y declina suavemente hacia las turquesas aguas del Caribe ofreciendo, en su mansedumbre, una excelente oportunidad para esquiar sobre el agua, navegar y nadar. En el mar que circunda nuestra isla pululan una extensa variedad de peces, haciéndolo propicio para los diferentes tipos de pesca.

Un distintivo del paisaje arubano es el **HOOIBERG** (Colina Almiar); para el que desee escalarla hay una escalera que conduce hasta la misma cima.

Al norte de la isla hay bien abrigadas ensenadas que ofrecen sitios ideales para excursiones campestres. Para aquellos a quienes les gusta nadar en un fuerte oleaje este lado de la isla es perfecto. Dos de las más curiosas ensenadas son **ANDICURI** y **DOS PLAYAS**; peñascos imponentes se internan en el mar desafiando el embate de las olas que van a estrellarse contra ellos con estentóreo ruido, formando así un violento contraste con las

apacibles arenas de la ensenada.

Sumamente interesante es el **PUENTE NATURAL** obra arquitectónica de la naturaleza, socavada en la dura roca por la incesante embestida del mar; no deje de visitarlo así como también a **BOCA DRUIF**, que es una gruta junto a las dunas de **BOCA PRINS**.

El **CUNUCU**, que quiere decir campo en papiamento; está punteado por casitas de vivos colores y por impresionantes formaciones rocosas. Las más imponentes se encuentran en **AYO** y **CASIBARI** donde la naturaleza acumuló una sobre otra tremendas masas de granito de miles de toneladas de peso. En **AYO Ud.** puede explorarlas internándose por intrincados laberintos. En **CASIBARI** está la **BOCA DEL DRAGON**, que es una curiosa formación favorita de los fotógrafos.

Los que estén interesados en la cultura autóctona, encontrarán antiguos dibujos indígenas en las paredes de las cavernas de **FONTEIN** y de **CANASHITO**, y en las rocas de **ARIKOK** y **AYO**.

Los espeleólogos hallarán un reto en las grutas de **QUADARIKIRI** y **HULIBA**.

Otro sitio de interés es la iglesia y el cementerio de **SANTA ANA**. La iglesia tiene un magnífico y centenario altar gótico de roble, tallado a mano.

También el **CASTILLO DE LOS PIRATAS** en **BUSHIRIBANA**, montado sobre un promontorio, frente a la costa de barlovento. Las ruinas de este "castillo" son en realidad las ruinas de una vieja mina de oro, reliquia de lo que fuera la primera industria de Aruba. En **BALASHI** están las ruinas de otra mina de oro.

La **LAGUNA ESPAÑOLA** recibió ese nombre por que allí reparaban sus buques los bucaneros españoles. El sitio es conocido hoy por su hermoso y apacible panorama.

En el **FRENCHMAN'S PASS** o sea **PASO DEL FRANCES** fué donde, según la leyenda, los indios pelearon contra los franceses para defender la isla de los invasores extranjeros. Actualmente es predio de bullangueros periquitos arubanos.

Al otro lado de la Isla está situado **SAN NICOLAS**, construido alrededor de la refinería petrolera, donde varios almacenes de Oranjestad tienen sucursales para la conveniencia de los que desembarcan en la parte oriental de Aruba.



El esplendoroso **PARK HOTEL** lo espera en **CURAÇAO**,
Isla legendaria y fascinante

- ★ mayor comodidad
- ★ espaciosas habitaciones con baño privado y aire acondicionado
- ★ comidas deliciosas

*Únicamente dos sitios para Ud., su casa y el **PARK HOTEL** situado en el corazón de Curaçao a sólo dos minutos del comercio y de las calles principales.*

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Aruba

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Located at the Eastern tip of the island, in Seroe Colorado, right at the waters' edge

- Enjoy lunch or dinner in our beautiful Bamboo Room, overlooking Rodgers' Beach
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- Enjoy the well-stocked Bookstore and Library
- Enjoy bowling in our 8-lane alleys
- Enjoy a cool drink in our modern Lounge

The Esso Club is a private social club, with guest privileges extended to visitors

For information, call the Club Manager at 9-2470

Lago

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- 2 - Natural Bridge
- 3 - Sand Dunes
- 4 - Indian Caves

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NASSAUSTRAT 66

TEL: 2023



What's the most popular sport in Aruba?

Shopping at Spritzer & Fuhrmann.



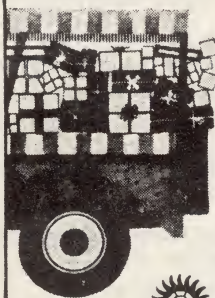
We admit that visitors to our island paradise seem to enjoy swimming, sailing and sun-bathing. But a visit to Spritzer and Fuhrmann still tops everybody's list of "things to do."

What's the secret of such popularity?

Values. Superb values in Continental jewelry. Fine watches. Unusual objets d'art. In exquisite china, crystal and sterling. Combined with the taste, service and dependability that is Spritzer and Fuhrmann's alone.

Come see our main building — the building with the bells — at Nassaustraat.

Discover why shopping at our stores is even more than a popular sport. It's a pleasure.



SPRITZER + FUHRMANN

"Jewelers of the Caribbean"

ARUBA • BONAIRE • CURAÇAO • ST. MAARTEN • NEW YORK

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According to U.S. Customs regulations each returning resident is allowed to take back, free of duty and tax, articles not exceeding an amount of \$100, which amount is based on the fair retail value of the items in the country obtained. Use of this exemption is only allowed in case the resident's stay abroad exceeds 48 hours and if the resident has not yet used part of it within the preceding 30 days.

1. You may take back with you, any articles you wish to, provided you pay tax on the amount in excess of the \$100. Tax is levied on the wholesale price of the item paid in the country where it is obtained which price is generally reached by subtracting 40% of the retail value of the article.
2. It is advisable to use the \$100 exemption for the high duty items and to pay duty on the low duty items.
3. Gifts to friends and relatives in the U.S. up to \$10
4. Persons over 21 are permitted DUTY-FREE liquor not exceeding ONE QUART!
5. Merchandise originating in COMMUNIST CHINA, NORTH KOREA, NORTH VIETNAM and CUBA IS PROHIBITED in the U.S.
6. To pass U.S. customs smoothly, fill out your declaration carefully and keep all dutiable items and sale slips together and in a handy place!!

Remember that you are allowed to take back as much merchandise as you want. All you have to do is to pay duty on what you declare over your \$ 100.— duty free allowance, and even after duty has been paid upon arrival in the U.S.A., purchases made in Aruba, at free-port prices are still GOOD BUYS.